

HEALTH REGULATIONS

Health regulations imposed on the importation of salmon products into Hong Kong are outlined in the "Public Health and Urban Ordinance, Food and Drug Section". Allowable limits for certain specific substances in salmon products are listed below.

Tin	230ppm
Arsenic	6ppm
Lead	6ppm
Cadmium	2ppm
Antimony	1ppm
Chromium	1ppm
Mercury	0.5ppm

POST PROPOSALS

The selling features of Canadian salmon need to be identified and promoted so as to improve both importers and end-users perceptions towards Canadian salmon products. Foremost is quality and consistency of supply for Canadian salmon exporters to increase positive exposure in the Hong Kong market. Promotional activities to be considered by Canadian salmon exporters and associations could include educational workshops targeted at hotel chefs and importers. Promotional leaflets and brochures describing the processes, species, nutritional value and other features of Canadian salmon should be developed and distributed widely to complement any promotional activity. Coordinating promotional activities with hotels could be undertaken to influence consumption by the tourist trade. The High Commission for Canada in Hong Kong annually organises food promotions with various hotels and supermarkets.